

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT & COMPANY, INC.

AD# BUC123-01 REQ# M18633 "THE BUCK STOPS HERE" ~ PAGE 4/C 5-5/8 X 7-3/4 TV GUIDE, 1990

Printed in U.S.A.

THE BUCK STOPS HERE



**Full rich flavor,
not full price.**

Available in Kings & Kings Lights

© Philip Morris Inc. 1990

MS suggested retail price

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

Kings: 14 mg "tar," 1.1 mg
nicotine—Kings Lights: 11 mg
"tar," 0.8 mg nicotine av. per
cigarette by FTC method.



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